<u>IN THE CLAIMS</u>

Amended claims follow:

1.   (Previously Presented) A computer-implemented method for utilizing feedback in generating an optimal price, comprising:

generating an optimal price, utilizing a processor of a computer system, wherein the optimal price is generated by receiving a plurality of prices associated with a price-frequency mathematical distribution, a number of competitors, a business objective, and a cost associated with a good or service, via an input device coupled to the processor of the computer system; and calculating the optimal price based on the prices, number of competitors, business objective, and cost associated with the good or service, utilizing the processor of the computer system;

identifying an expected result of utilizing the optimal price, utilizing the processor of the computer system;

reacting by adjusting the price-frequency mathematical distribution based on a difference between the expected result and an actual result, utilizing the processor of the computer system; and

outputting the optimal price for aiding in achieving the business objective, utilizing an output device coupled to the processor of the computer system.

2.   (Cancelled)

3.   (Original) The method as recited in claim 1, wherein the result includes units sold.

4.   (Previously Presented) The method as recited in claim 1, wherein the result includes a revenue term.

5.   (Cancelled)

6.   (Original) The method as recited in claim 1, wherein the result includes a gross profit.

7.   (Currently Amended) The method as recited in claim 1, where in the result includes an expected win-rate calculated based on the price-frequency mathematical distribution and the number of competitors.

8.   (Original) The method as recited in claim 1, wherein the result includes earnings before income tax (EBIT) for each price.

9.   (Original) The method as recited in claim 1, and further comprising: computing a frequency distribution of a plurality of prices.

10.   (Cancelled)

11.   (Previously Presented) The method as recited in claim 9, and further comprising: calculating at least one result selected from the group consisting of units sold, revenue, a gross profit, a factory utilization, a market penetration, and earnings before income tax (EBIT) for each price, wherein the at least one result is stored in a table.

12.   (Original) The method as recited in claim 11, and further comprising: searching the table for the optimum price that optimizes a user-selected business objective.

13.   (Previously Presented) The method as recited in claim 12, wherein the business objective is selected from the group consisting of maximizing revenue for a good or service, maximizing gross profit for the good or service, maximizing factory utilization for the good or service, achieving a desired market share for the good or service, and maximizing earnings before income tax (EBIT) for the good or service.

14.- 16. (Cancelled)

17.   (Previously Presented) The method as recited in claim 1, and further comprising: if it is determined that the optimization is required, identifying a new price value by re-computing the price-frequency mathematical distribution so as to minimize the difference between the actual and expected results, wherein the operations are repeated based on the new price value.

18.   (Original) The method as recited in claim 1, wherein the method is carried out utilizing a frequency distribution engine, a probability of win engine, an expected results engine, an optimization update engine, and a legacy system interface.

19.   (Previously Presented) A computer program product embodied on a computer readable medium for utilizing feedback in generating an optimal price, comprising:

computer code for generating an optimal price, utilizing a processor of a computer system, wherein the optimal price is generated by receiving a plurality of prices associated with a price-frequency mathematical distribution, a number of competitors, a business objective, and a cost associated with a good or service, via an input device coupled to the processor of the computer system; and calculating the optimal price based on the prices, number of competitors, business objective, and cost associated with the good or service, utilizing the processor of the computer system;

computer code for identifying an expected result of utilizing the optimal price;

computer code for reacting by adjusting the price-frequency mathematical distribution based on a difference between the expected result and an actual result, utilizing the processor of the computer system; and

computer code for outputting the optimal price;

wherein the computer code is executed on the processor of the computer system for aiding in the achievement of the business objective.

20.   (Previously Presented) A system for utilizing feedback in generating an optimal price, comprising:

a processor for generating an optimal price, identifying an expected result of utilizing the optimal price, wherein the optimal price is generated by receiving a plurality

of prices associated with a price-frequency mathematical distribution, a number of competitors, a business objective, and a cost associated with a good or service, via an input device coupled to the processor; and calculating the optimal price based on the prices, number of competitors, business objective, and cost associated with the good or service; and

an output device coupled to the processor, the output device outputting the optimal price;

wherein the computer code is executed utilizing the processor for aiding in the achievement of the business objective.

21. (Previously Presented) A method as recited in claim 1, wherein a graphical user interface is included.

22. (Previously Presented) A method as recited in claim 21, wherein the graphical user interface is adapted for inputting the business objective.

23. (Currently Amended) A method as recited in claim 21, wherein the graphical user interface is included for inputting the ~~competitor~~plurality of prices and the number of competitors.

24. (Currently Amended) A ~~method~~system as recited in claim 20, wherein the price-frequency mathematical distribution is used to estimate [[the]]a set of competitor prices.

25. (Currently Amended) A ~~method~~system as described in claim 20, wherein the price-frequency mathematical distribution is estimated using the set of competitor prices.

26. (Currently Amended) A ~~method~~system as described in claim 20, wherein the price-frequency mathematical distribution is converted to an expected probability of a customer purchase based on the number of competitors.

27.   (Currently Amended) A ~~method~~system as recited in claim 20, wherein the price-frequency mathematical distribution is converted to a table of prices with a frequency of a price within the table corresponding to the price-frequency mathematical distribution.

28.   (Currently Amended) A ~~method~~system as recited in claim 27, wherein each price, probability of a customer purchase, and cost-per-unit are used to form a income/operational statement for each member of a plurality of prices.

29.   (Currently Amended) A ~~method~~system as recited in claim 28, wherein each income/operational statement is comprised of financial and operational terms including revenue, cost-of-goods, [[ ]]gross profit, EBIT, factory utilization, and market penetration.

30.   (Currently Amended) A ~~method~~system as recited in claim 29, wherein a set of the partial income/operational statements are stored within a table.

31.   (Currently Amended) A ~~method~~system as recited in claim 30, wherein a maximum revenue value[[ ]], a maximum profit value, a plurality of factory utilization values, and the market penetration value corresponding to a market penetration goal are identified along with corresponding prices.

32.   (Previously Presented) The method as described in claim 1, wherein the expected probability of a customer purchase is determined for the optimal price.

33.   (Previously Presented) A method as recited in claim 1, wherein the actual probability of customer purchases is calculated by dividing the number of customer purchase orders by the number of customer exposures.

34.   (Previously Presented) A method as recited in claim 1, wherein an actual probability of customer purchase is compared with an expected probability of customer purchase.

35. (Previously Presented) A method as recited in claim 34, wherein the difference between an actual and an expected probability of customer purchase is calculated.

36. (Previously Presented) A method as recited in claim 35, wherein the updated price-frequency mathematical distribution is calculated so as to minimize a difference between an actual and expected probability of customer purchase.

37. (Previously Presented) A method as recited in claim 36, wherein the updated optimal price is calculated based on an updated price-frequency mathematical distribution.

38. (Currently Amended) The method as described in claim 37, wherein [[the]]an actual [[winrate]]win-rate is calculated by dividing a sum of wins by a value for competition.

39. (Previously Presented) The method as recited in claim 1, wherein the result includes factory utilization.

40. (Currently Amended) The method as recited in claim 1, where[[ ]]in the result includes market penetration.